6

FIG. **1**). In one embodiment, the method may be optionally presented with a list of choices of possible event share groups that a user may wish to join (e.g., in response to transmission of a request to join or start an event-share group) if one or more event-share groups have already been created. In one embodiment, the method may further transmit a selection of one the one or more event-share groups presented for selection, or may transmit an indication that the user does not wish to join any of the possible existing event-share groups, but instead would like a new group to be created. Thus, in such scenarios the user is either added to an existing event-share group that is elected by the user, or is added as the first member of a new event-share group.

[0053]   At step **315**, the method receives an event tag for the event and/or event-share group. For example, an event-share server may manage an event-share group for a particular event and assign a unique event tag which identifies that particular event and/or event-share group. The event tag is intended to be included in all captured media that group members intend to share with other members of the group. In one embodiment, the method may store the received event tag for use through the duration of the existence of the event-share group. Following the receipt of the event tag at step **315** the method may proceed to either step **320** or **340**.

[0054]   At step **320**, the method captures media relating to the event. For example, a mobile endpoint device, properly equipped or accessorized, may be used to capture digital photographs, video, audio clips, and other types of media. For example, a user who is a member of an event-share group (e.g., a parent of a child in a soccer game) may take a photograph of the game. In addition, the user may wish to share this photograph with the event-share group. At step **320**, the method may also optionally send the photograph (i.e., the captured media) to an event-share server (such as AS **112** in FIG. **1**) that is managing the event-share group. In this case, the method may include the event tag information received in step **315** along with the photograph so that the photograph is properly identified as being associated with the event-share group for the soccer game. Alternatively, the method may wait until step **335** to send the captured media, such as a photograph of the soccer game, to an event-share server, as described below.

[0055]   At step **325**, the method determines if there is any user tags to be added to any captured or shared media. For example, the method may query a user (e.g., via an interface on the user's mobile endpoint device) whether the user would like to add user tag to any media captured at step **320** or received at step **340** (as described below). If the user does intend to add a user tag, the method proceeds to step **330**.

[0056]   At step **330**, the method **300** optionally collects and adds the user tag to the captured or shared media. For example, the method may await a user to add a user tag via a user interface (e.g., a key pad, a touch screen display, a microphone, and the like) to any shared media that is currently being shared among event-share group members. In the example where the method has captured media (e.g., a photograph of a soccer game), the method may await the input of one or more user tags, such as user tags identifying any players in the picture, or identifying himself or herself as the author of the picture. In any event, after the user inputs the desired user tag, the method adds the user tag to the appropriate shared or captured media and proceeds to step **335**.

[0057]   At step **335**, the method conveys/transmits the user tag and the media at step **330** to the appropriate server (e.g., an event-share server, such as AS **112** in FIG. **1**). The user tag may be conveyed along with an instance of the shared media to which it relates, or may be sent on its own with an indication as to which media it relates to. Therefore, if captured media was not first sent to an event-share server at step **320**, the method may await any user tag information (e.g., added by the user who captured the media) before sending the captured media to the event-share server at step **335**. In another embodiment, the method may simply convey another copy of the captured/shared media along with any user tags, regardless of whether the method has previously sent the captured/ shared media to the event-share server. Thus, the user tag is made available to other members of the event-share group, e.g., via the event-share server. In one embodiment, the method may convey the captured/shared media and/or user tag information via an email or SMS or MMS message (e.g., to an address designated for receiving event-share media) with the media comprising an attachment to the message.

[0058]   If the user declines to add any user tags at step **325**, the method **300** proceeds to step **390**. At step **390**, the method determines if the event has ended. In one embodiment, a user may manually indicate his or her intention to end participation in an event-share group, regardless of whether the actual subject event is continuing. However, from the perspective of the method **300**, if the user indicates an intention to end participation in the event-share group, the event is deemed to have ended. In this case, the method proceeds to step **395** where the method terminates.

[0059]   Alternatively, at step **390** the method may determine that an event is ended if the method receives an indication that an event is ended (e.g., from an event-share server that is supporting and enabling collaborative media sharing among users at an event). For example, an event-share server may determine that the measured density of event-share group members has decreased beyond a requisite threshold. Alternatively, or in addition, the event-share server may detect a tapering-off in messaging relating to an event (e.g., less media being captured and shared, less user tagging activity, no new user attempting to join an event-share group, etc.). In these circumstances, the event-share server may convey an indication that the event has ended and that the temporary event-share group is being dissolved, which the method may receive at step **390**. In this case, the method may determine that the event has ended and proceeds to step **395** where the method terminates. On the other hand, if the method does not determine that the event has ended or the event-share group has been dissolved, the method returns to step **320** or step **340**.

[0060]   The alternative branch of the method which includes step **320** has already been described above. Notably, this branch of the method may repeat in the same manner as previously discussed if the event/event-share group is ongoing.

[0061]   In the alternative, the method **300** may proceed to step **340** where the method may receive shared media and/or user tags (e.g., from an event share server). For example, the shared media may comprise digital still photographs, video, audio clips, and other media captured by other event-share group members and the user tags may comprise user tag information added by these other event-share group members.

[0062]   At step **345**, the method **300** may prompt a user whether they would like to vote on any shared media or user tags. For example, a network providing event-share group functionality to its subscribers may wish to have a mechanism